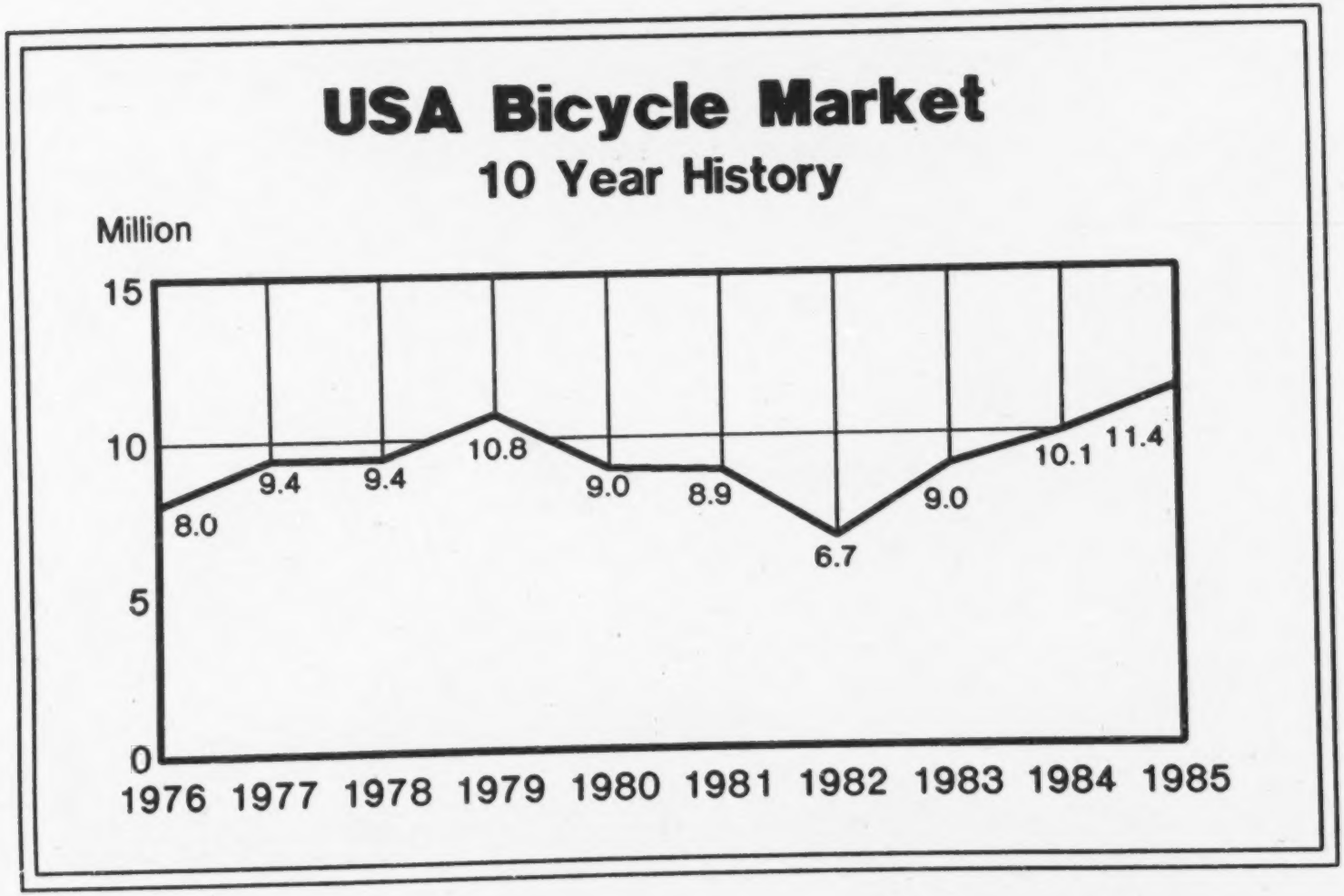
A3470-14 7/86

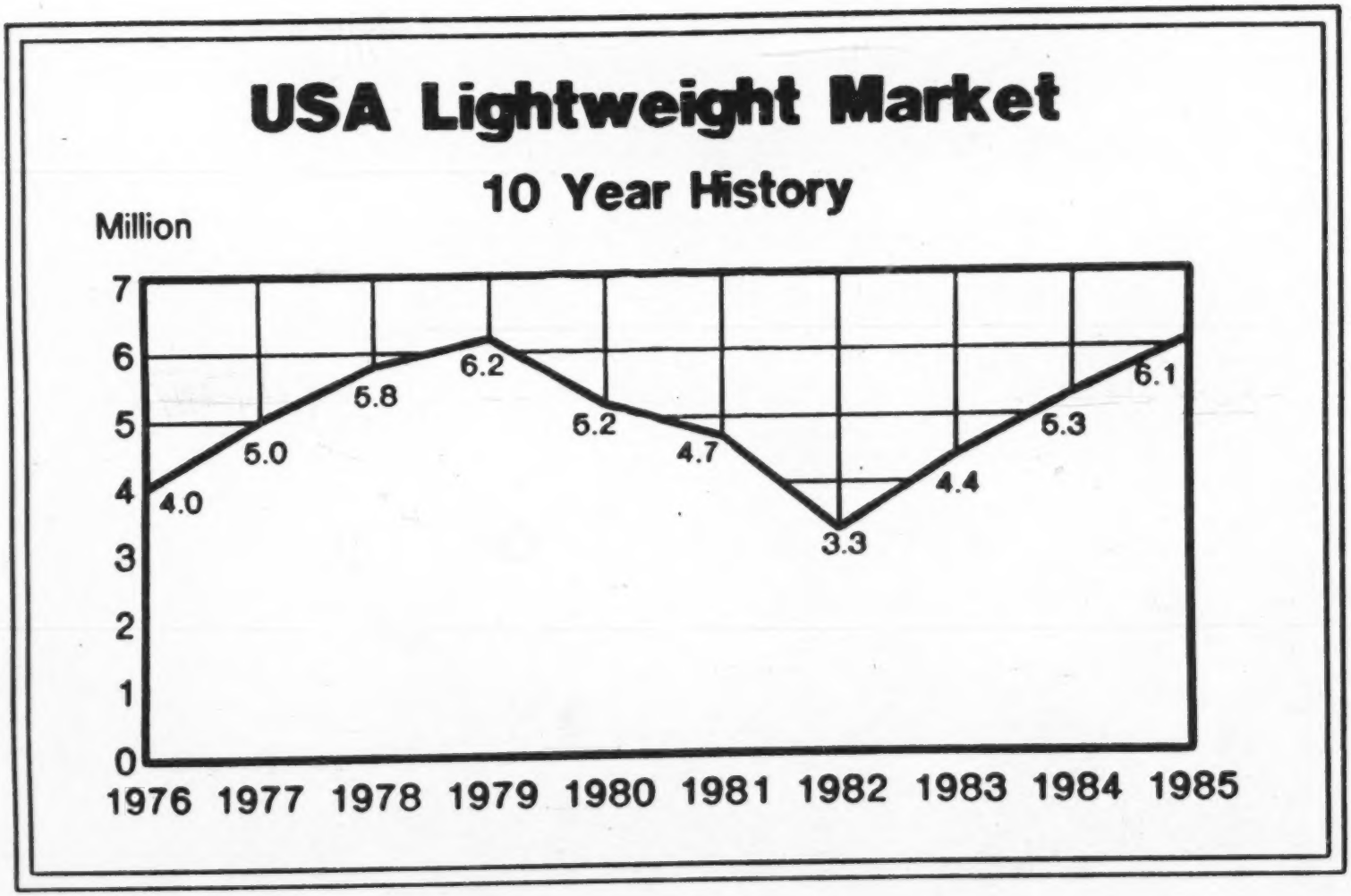
The 1985 Bicycle Market in Review

bma

Total USA Bicycle Market
Imported Bicycles
Domestic Produced Bicycles

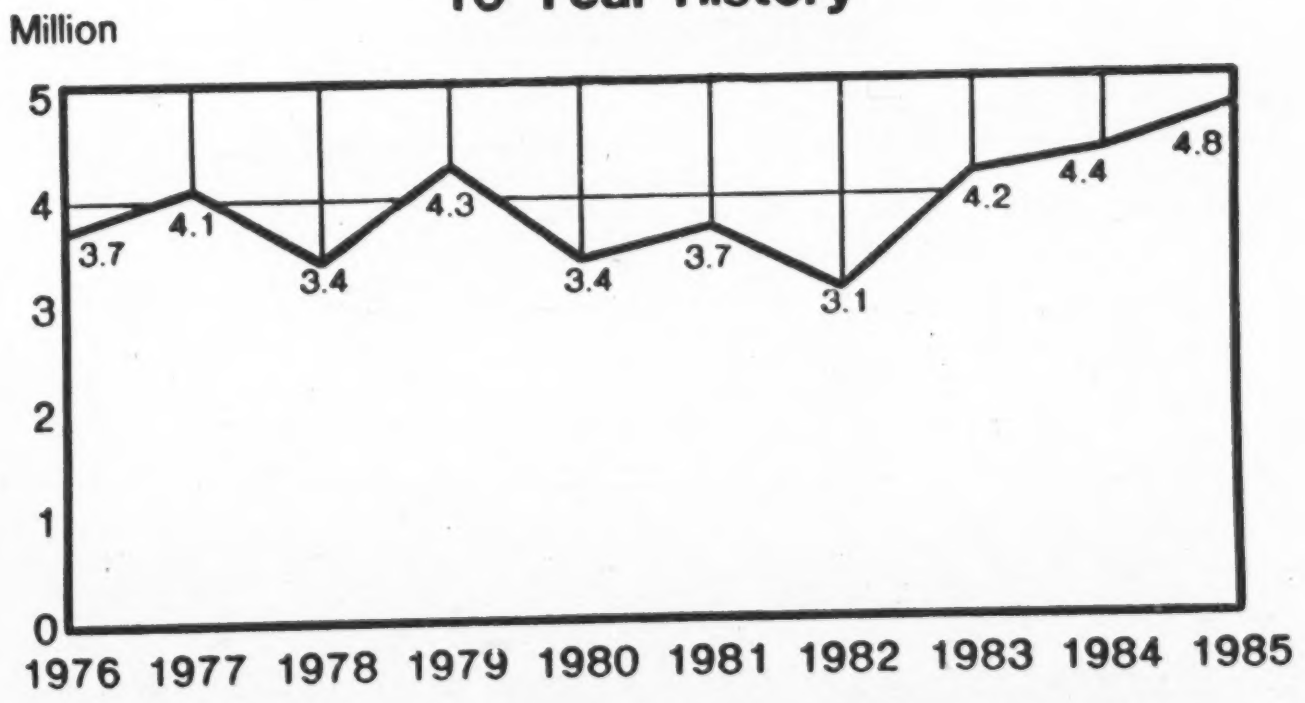
Total USA Bicycle Market


USA Bicycle Market
10 Year History
Million
15
10
5
0
8.0
9.4
9.4
10.8
9.0
8.9
6.7
9.0
10.1
11.4
1976 1977 1978 1979 1980 1981 1982 1983 1984 1985


USA Lightweight Market
10 Year History
Million
7
6
5
4
3
2
1
0
4.0
5.0
5.8
6.2
5.2
4.7
3.3
4.4
5.3
6.1
1976 1977 1978 1979 1980 1981 1982 1983 1984 1985

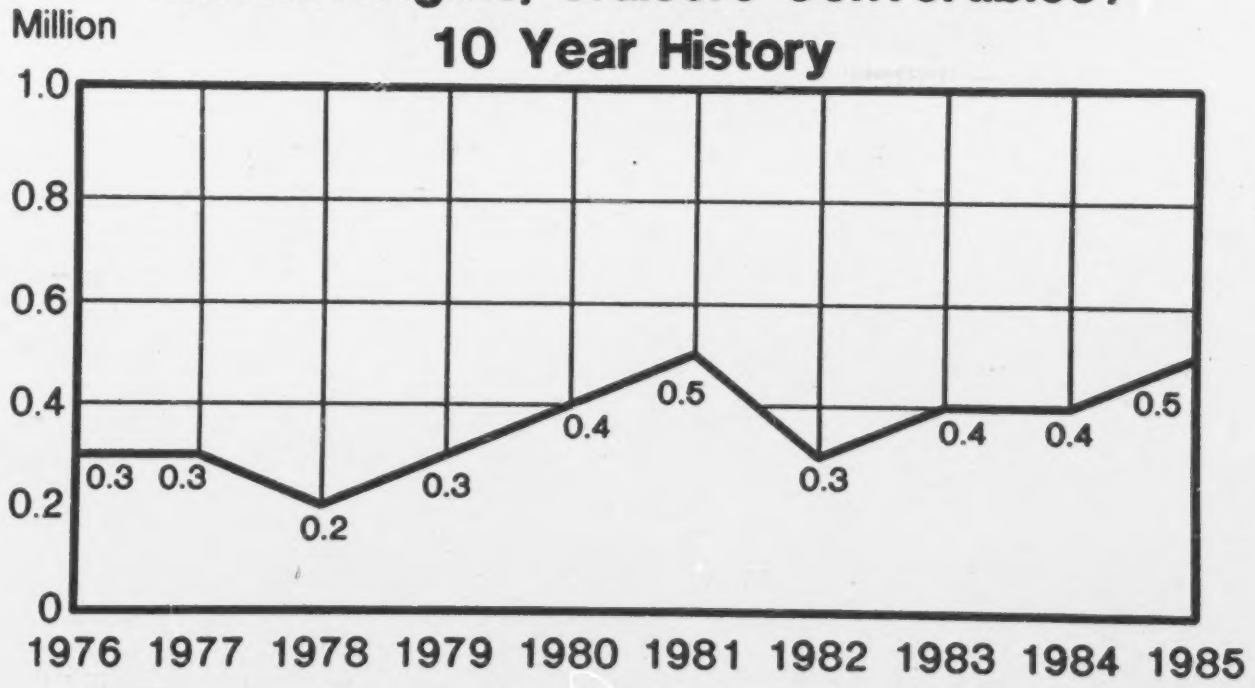
USA 20" Bicycle Market

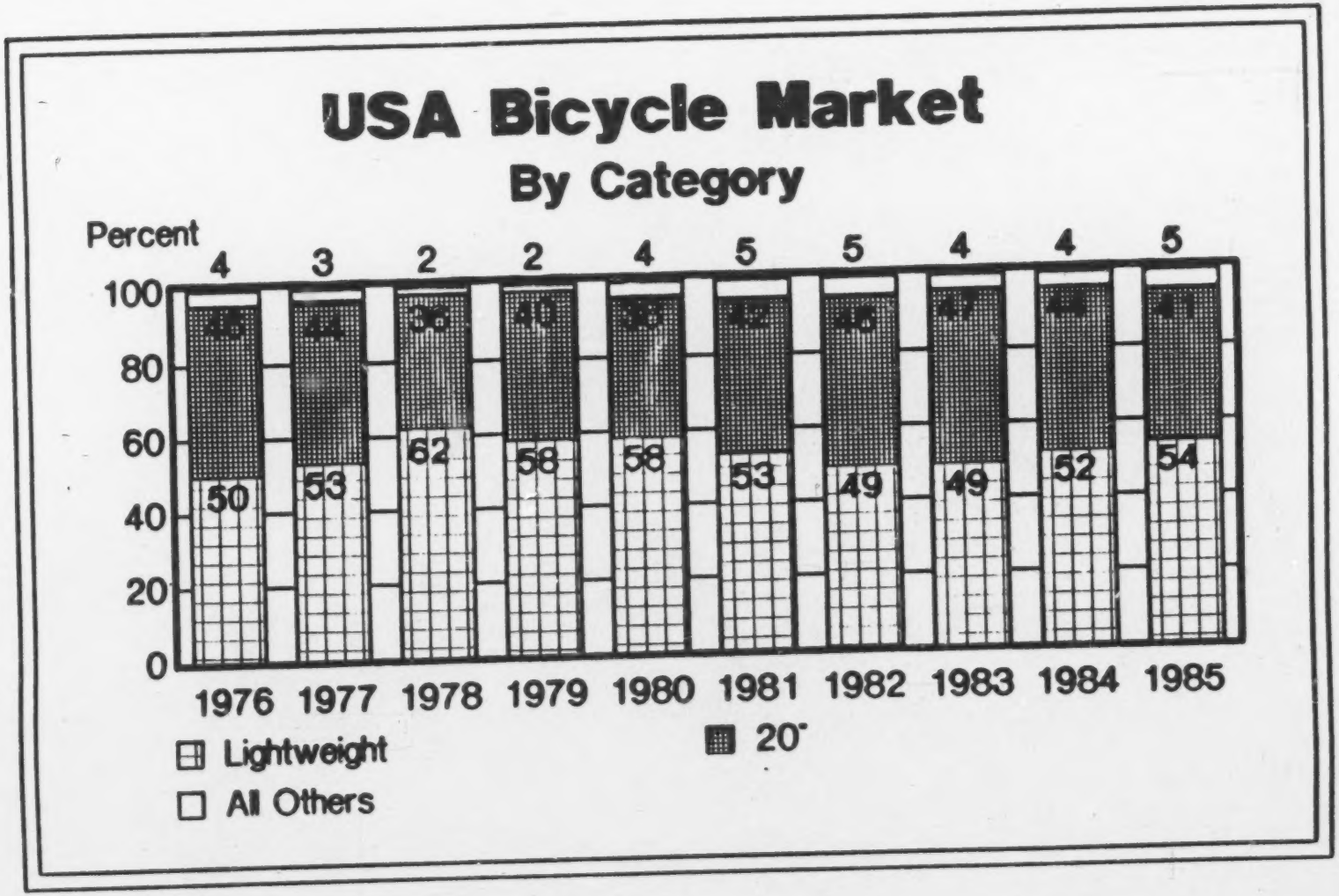
10 Year History



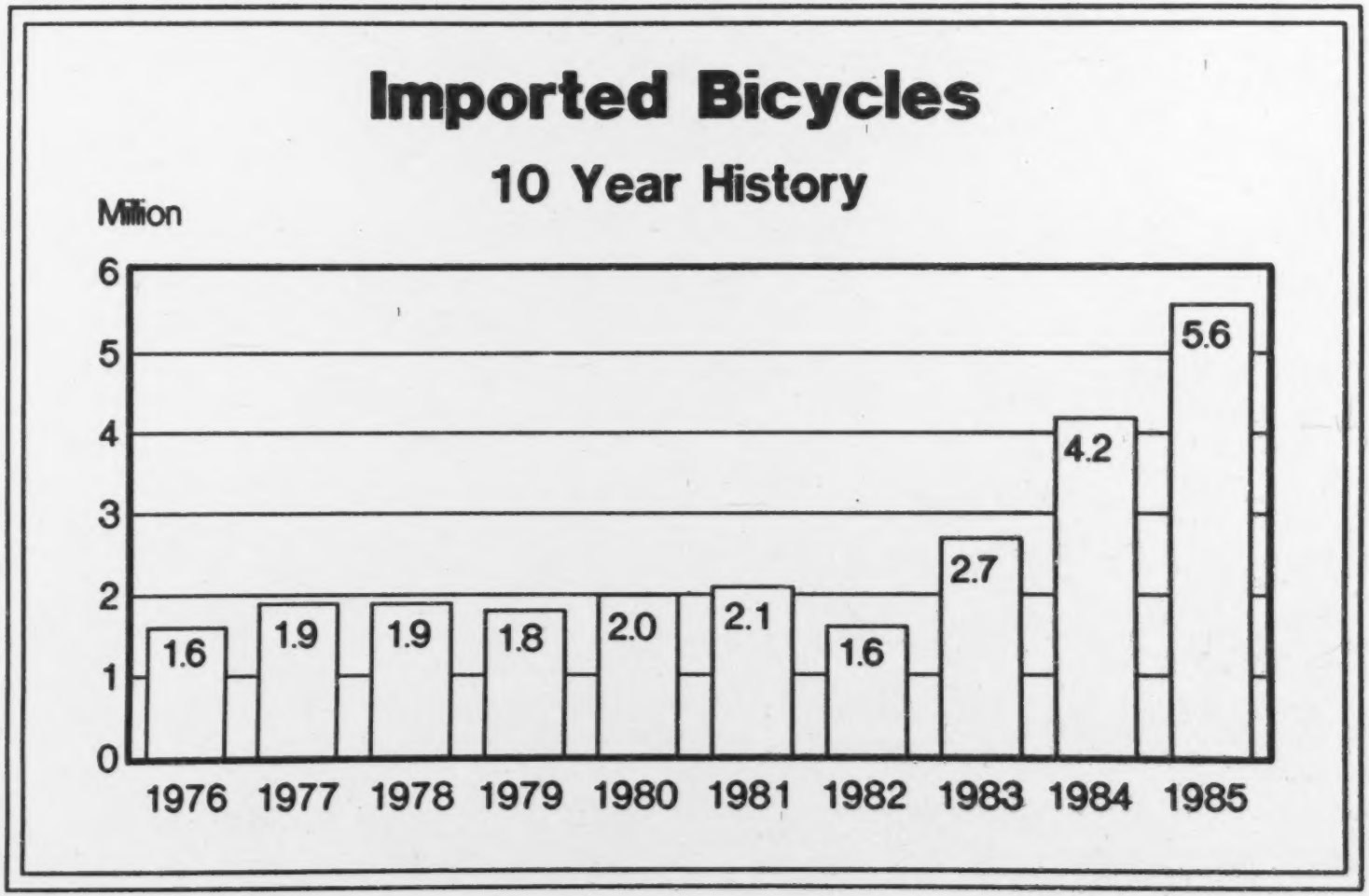
USA Other Bicycle Market

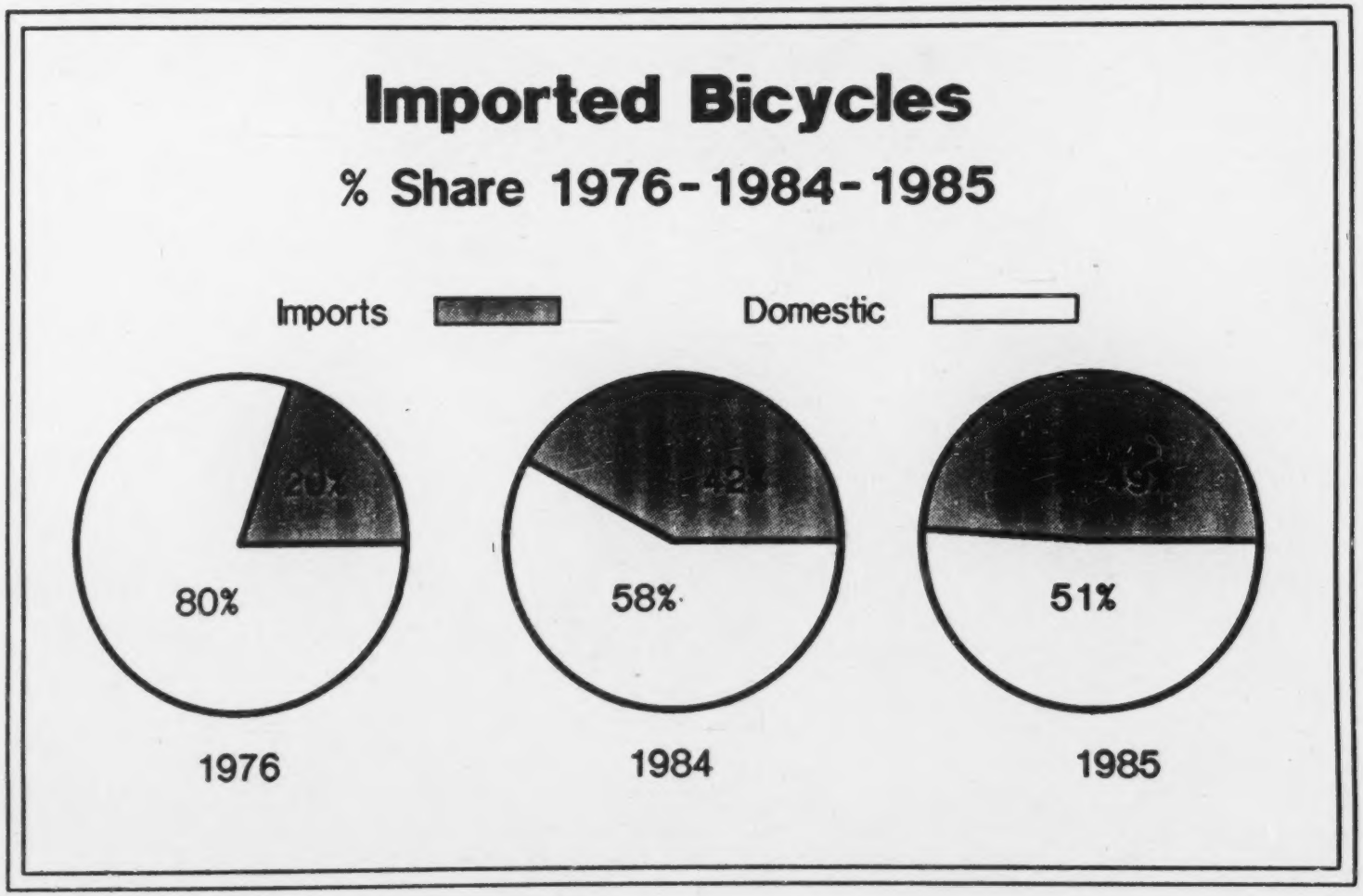
(Middleweights, Cruisers Convertibles)




USA Bicycle Market
By Category
Percent
4
3
2
2
4
5
5
4
4
5
100
80
60
40
20
0
50
53
62
58
58
53
49
49
52
54
1976
1977
1978
1979
1980
1981
1982
1983
1984
1985
Lightweight
All Others
20"

Imported Bicycles


Imported Bicycles
10 Year History
Million
6
5
4
3
2
1
0
1.6
1.9
1.9
1.8
2.0
2.1
1.6
2.7
4.2
5.6
1976
1977
1978
1979
1980
1981
1982
1983
1984
1985


Imported Bicycles
% Share 1976-1984-1985
Imports
Domestic
20%
80%
42
58%
49
51%
1976
1984
1985

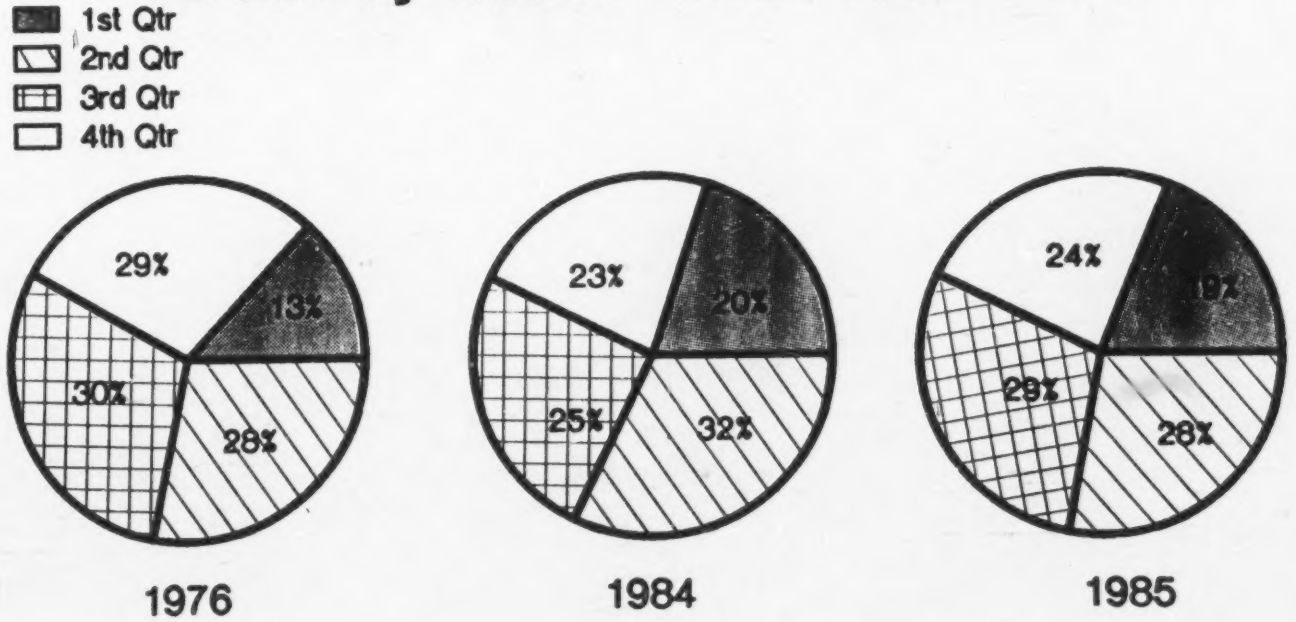
Imported Bicycles

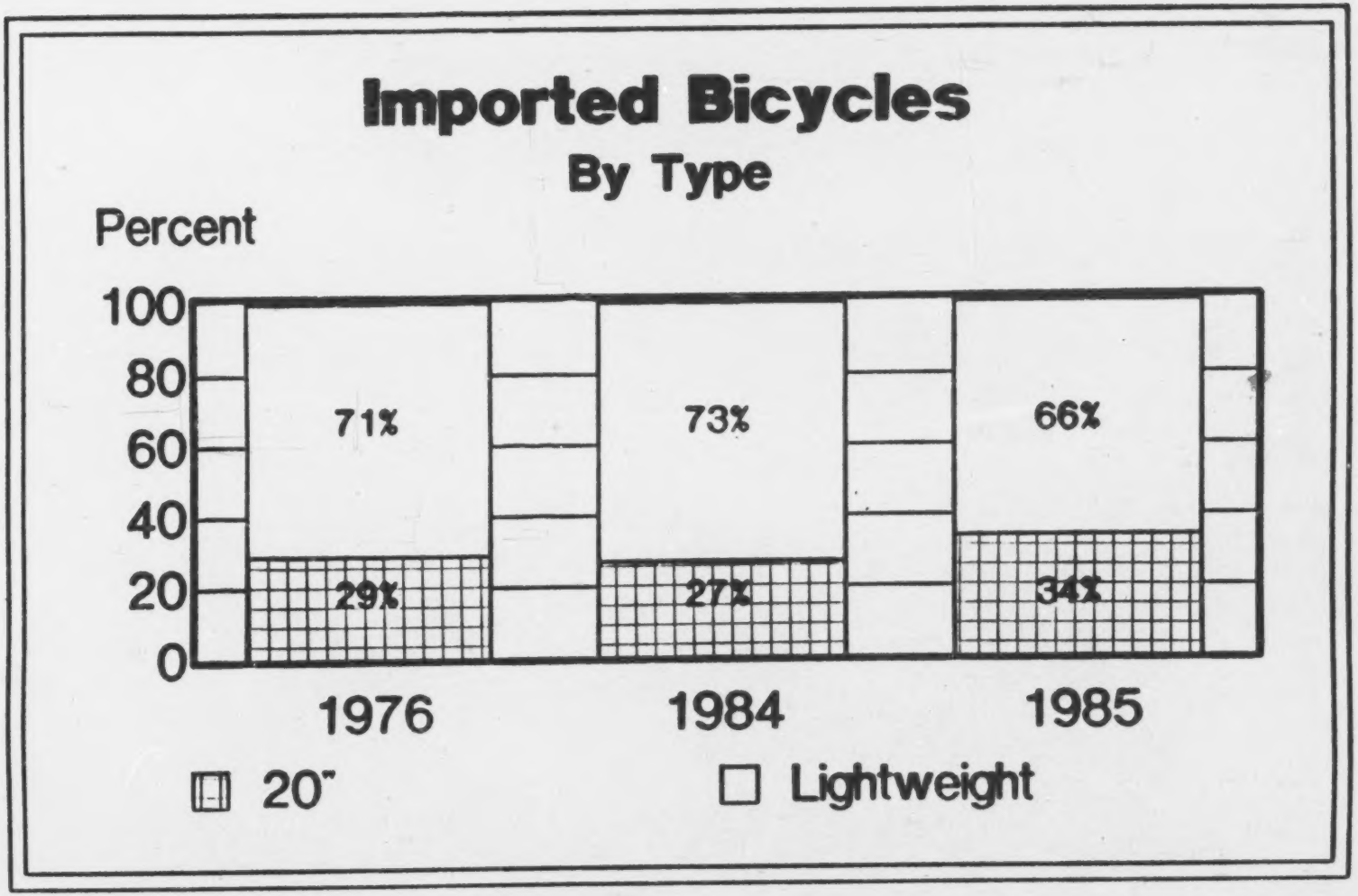
Percent by Country of Origin

Country of Origin	1976	1984	1985
Taiwan	34.2	76.7	79.3
Japan	27.5	13.8	10.9
Korea	10.6	5.1	6.2
France	4.1	2.8	1.9
All Others	23.6	1.6	1.7
Total	100%	100%	100%

Imported Bicycles

Percent by Quarter 1976-1984-1985




Imported Bicycles
By Type
Percent
100
80
60
40
20
0
71%
73%
66%
29%
27%
34%
1976
1984
1985
20"
Lightweight

Imported Bicycles

1984-1985 Monthly Comparison (000)

Year	1984	1985	%Chg
Jan	267	310*	16
Feb	230	286	24
Mar	361	496	37
Apr	443	464	5
May	478	507	6
Jun	402	597	49
Jul	476	467*	-2
Aug	299	522*	75
Sep	275	618*	125
Oct	434	485	12
Nov	349	467*	34
Dec	192	393*	105
Total	4206	5612	33%

*Represents Months Imports Exceeded Domestic Shipments

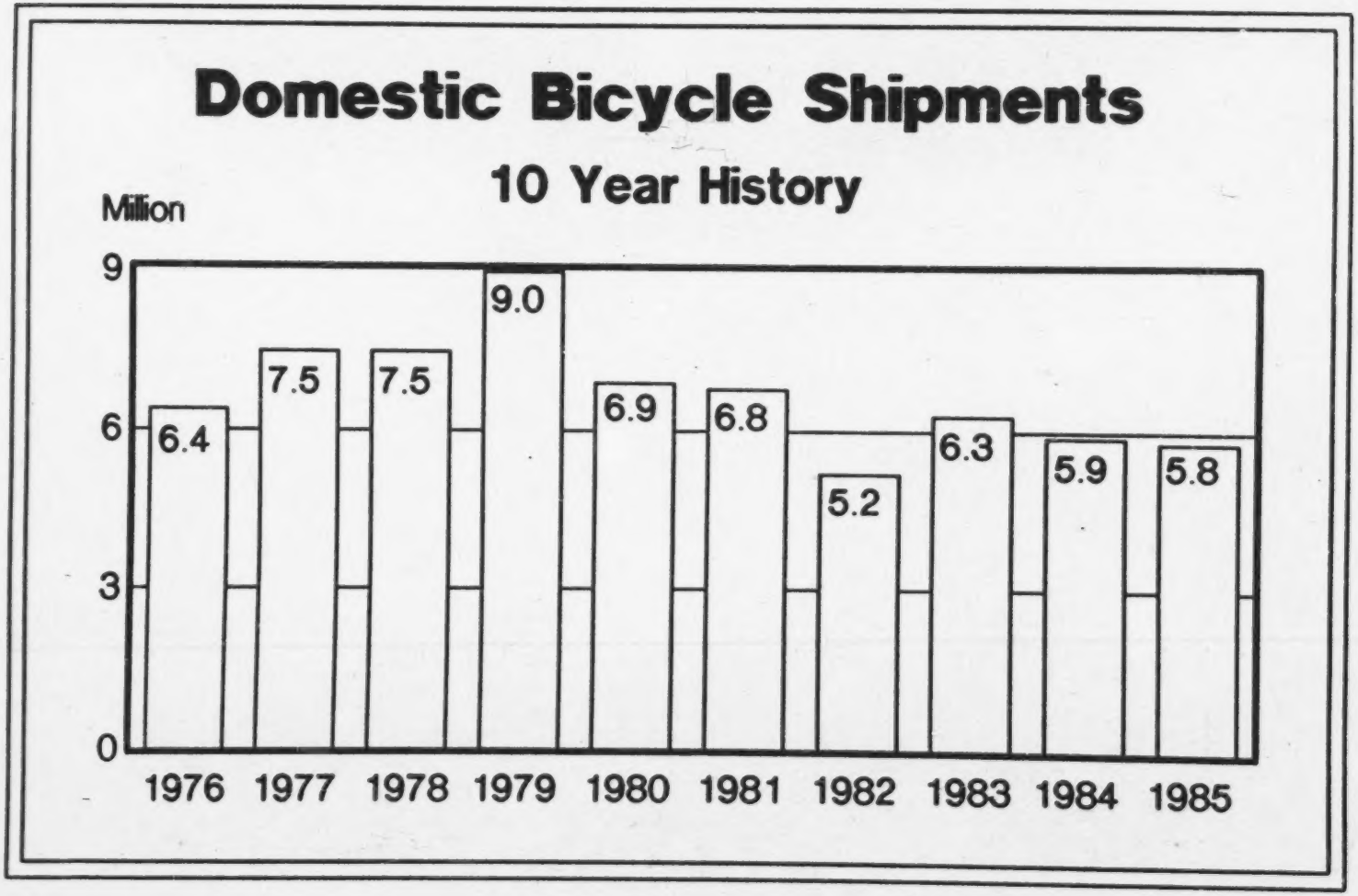
Average Dollar Value Per Unit of Lightweight Bicycle Imports

Country	Unit Price	1980	1981	1982	1983	1984	1985
	High	66.77	74.11	76.90	66.06	65.71	60.67
Taiwan	Average	61.66	69.28	65.77	59.82	58.91	55.37
	Low	57.67	63.70	54.29	53.99	40.96	50.31
	High	119.18	138.81	137.72	123.77	141.15	124.15
Japan	Average	88.19	124.26	117.73	114.84	124.50	109.88
	Low	82.95	117.41	89.14	97.73	96.83	62.38
	High	59.73	68.50	81.73	56.65	80.56	60.82
Korea	Average	51.29	62.02	58.39	54.47	56.11	50.74
	Low	44.66	51.34	36.19	48.86	40.09	44.43
	High	92.09	108.75	106.43	87.00	84.91	77.34
Total	Average	83.08	90.56	87.72	78.23	75.22	67.46
	Low	68.90	15.43	69.75	66.42	46.62	52.16

Average Dollar Value Per Unit of 20" Bicycle Imports

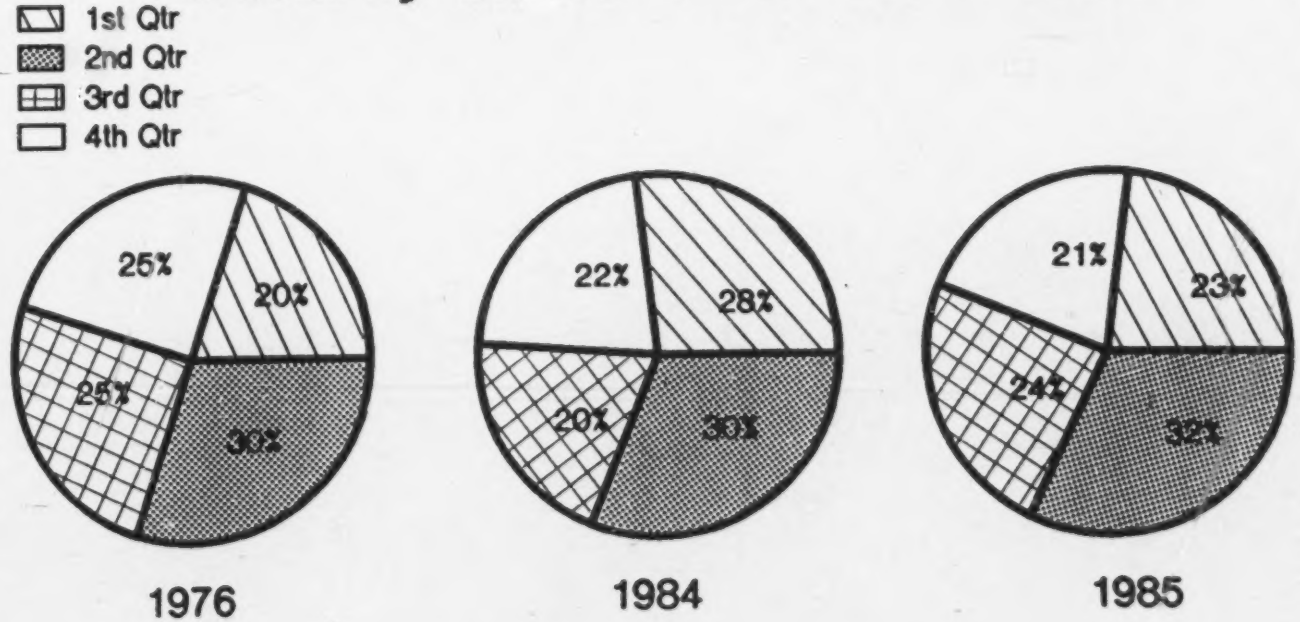
Country	Unit Price	1980	1981	1982	1983	1984	1985
	High	52.24	61.84	59.87	60.30	55.81	44.64
Taiwan	Average	45.63	53.01	51.88	51.69	46.25	41.52
	Low	41.93	46.52	46.09	49.04	38.57	38.18
	High	114.89	143.27	138.34	115.11	138.33	112.16
Japan	Average	95.64	109.04	94.46	104.82	105.07	95.60
	Low	44.76	84.30	62.32	87.14	59.94	85.31
	High	40.89	59.42	72.02	51.43	60.78	55.00
Korea	Average	37.40	47.95	51.17	35.99	45.43	43.42
	Low	28.61	38.50	40.00	9.87	35.49	39.22
	High	46.98	60.50	62.51	65.50	62.22	45.16
Total	Average	43.52	52.85	54.21	50.82	47.56	42.78
	Low	39.27	49.40	48.18	32.57	40.01	39.53

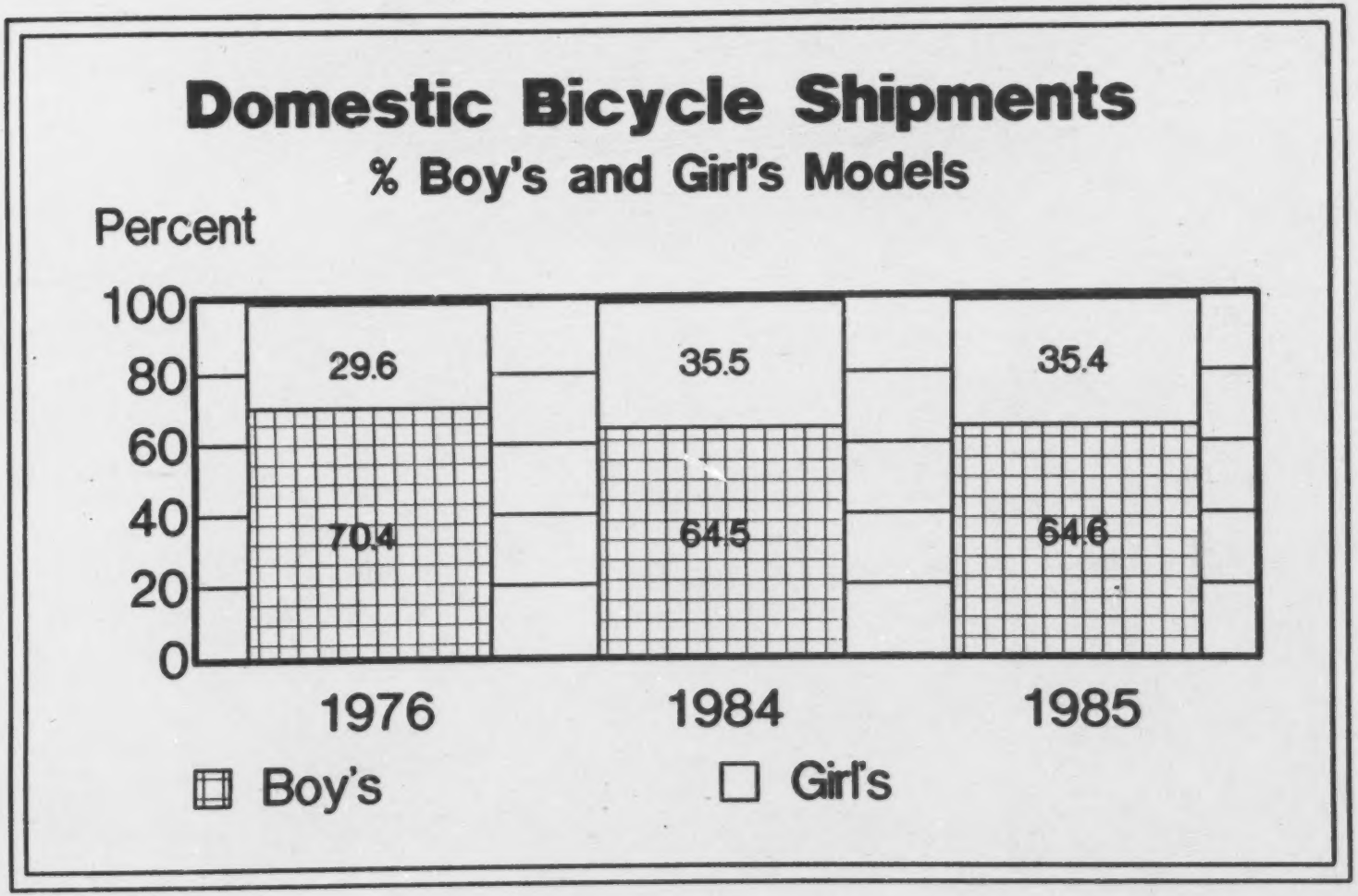
Domestic Produced Bicycles


Domestic Bicycle Shipments
10 Year History
Million
9
6
3
0
6.4
7.5
7.5
9.0
6.9
6.8
5.2
6.3
5.9
5.8
1976
1977
1978
1979
1980
1981
1982
1983
1984
1985

Domestic Bicycle Shipments

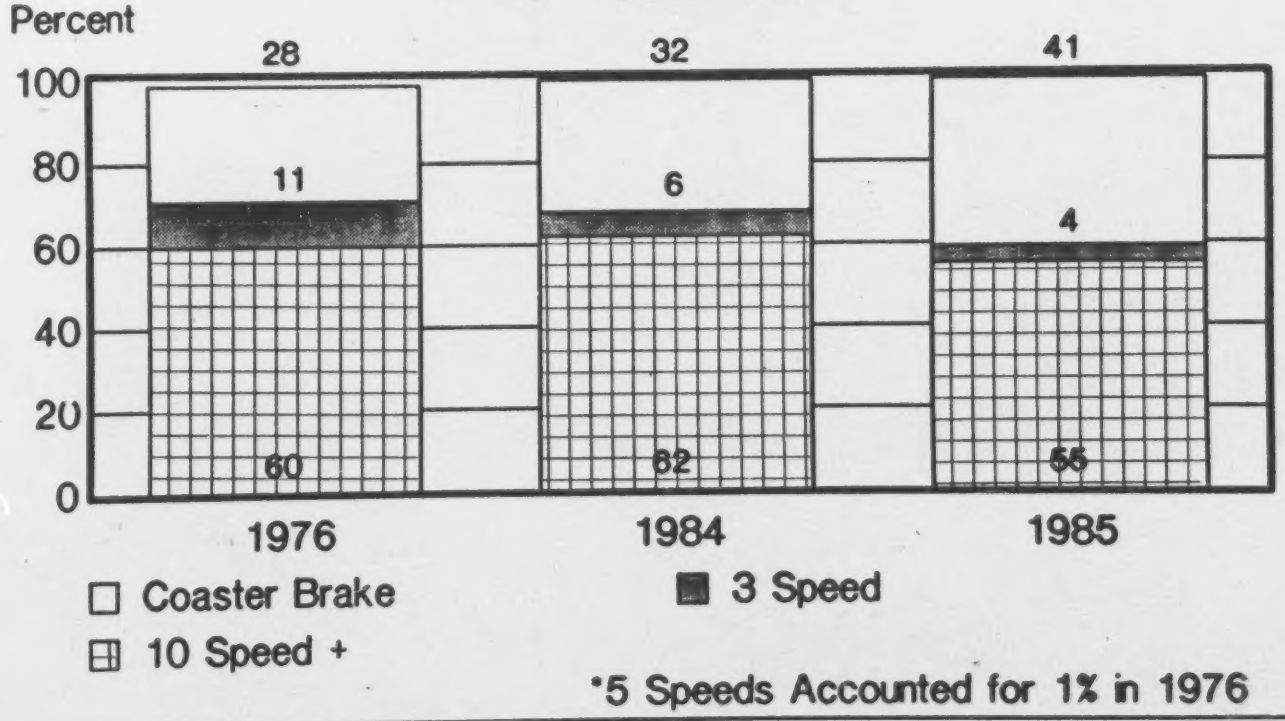
Percent by Quarter 1976-1984-1985



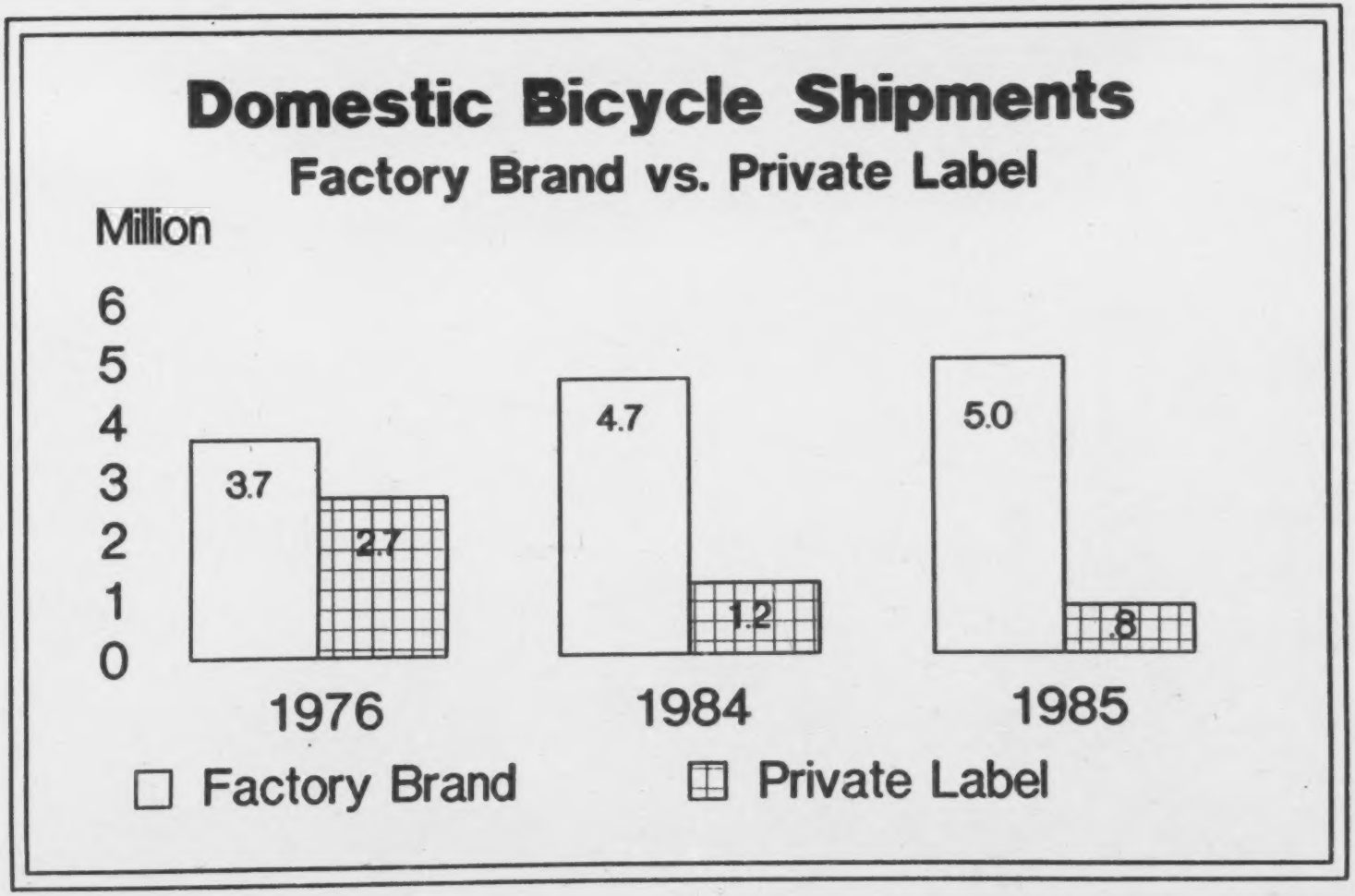

Domestic Bicycle Shipments
% Boy's and Girl's Models
Percent
100
80
60
40
20
0
29.6
35.5
35.4
70.4
64.5
64.6
1976
1984
1985
Boy's
Girl's

Domestic Bicycle Shipments

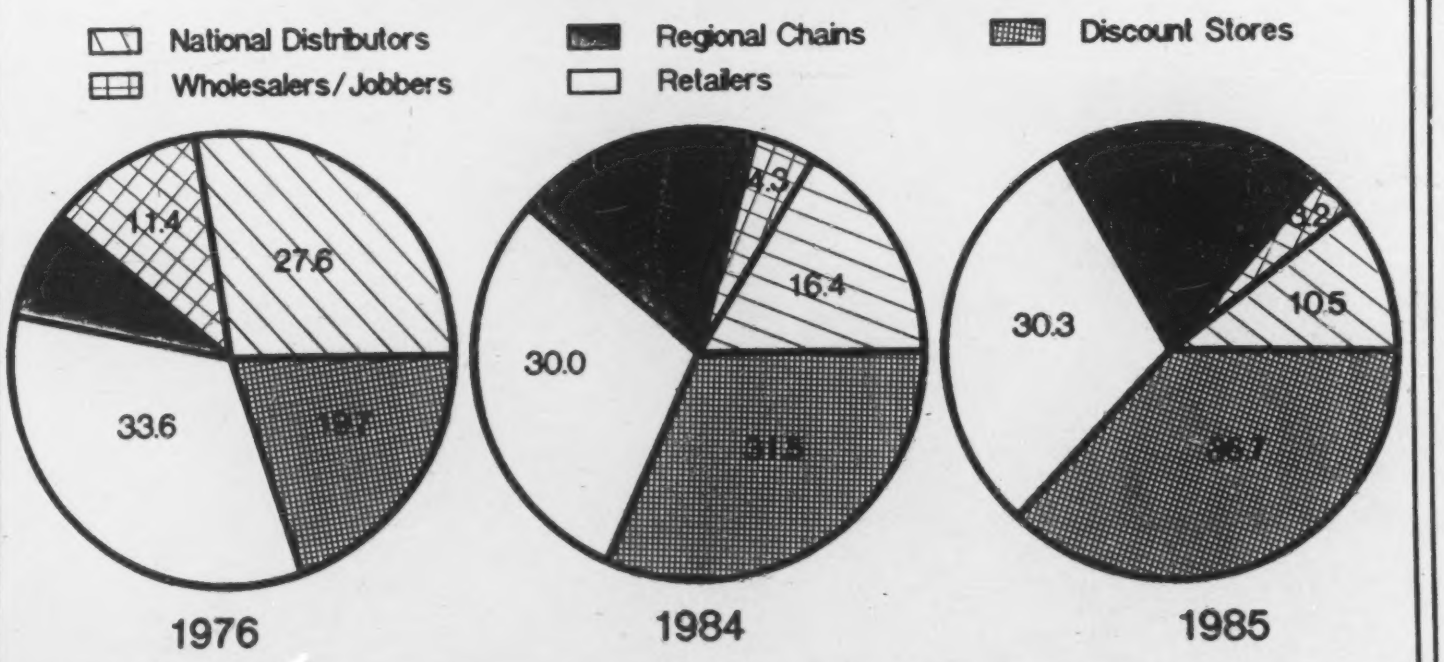
% By Type Hub



*5 Speeds Accounted for 1% in 1976


Domestic Bicycle Shipments
Factory Brand vs. Private Label
Million
6
5
4
3
2
1
0
3.7
2.7
4.7
1.2
5.0
.8
1976
1984
1985
Factory Brand
Private Label

Where Domestic Manufacturers Sell Their Bicycles



Summary Highlights

- 11,400,000 Bicycles Entered USA Market During 1985 – Best in Last 10 Years – Best Since 1974.
- Domestic Shipments of 5,800,000 Fell Below Each Year During the Last 10 Except 1982.
- Imports of 5,600,000 Broke the all Time Record of 5,156,000 Imported in 1972.
- Imports Represented 49% of the USA Bicycle Market in 1985 Compared to 20% in 1976.

Summary Highlights

- Imports During 1985 Were 34% Greater than in 1984 and 1984 Imports were 56% Greater Than in 1983.
- About 8 out of 10 Imported Bicycles Originated in Taiwan.
- Taiwan Average Bicycle Prices Dropped Significantly for the Fourth Year in Succession.
- The USA Bicycle Market Remains Strong and we are Encouraged by the Continued Enthusiasm Among Consumers and Retailers About Cycling.